

Gummy Bear Market Research

Gender: Male Female

Age: Child (Age 0-12) Median Adult (Age 30-45)
 Teenager (Age 13-19) Older Adult (Age 46-60)
 Young Adult (Age 20-30) Senior Adult (Age 61+)

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5
Texture					
Flavor					
Appearance					
Overall Impression					
Brand Rankings					

How does price affect your purchase of gummy bears? Do you buy the cheapest brand, or do you buy the brand that tastes the best, regardless of price? Why? _____

Do you have a brand of gummy bears that you currently buy or are familiar with? If so, what is the brand name? _____

How do you believe advertising will affect your purchase of gummy bears? _____

